

fashion / calendar

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February 3, 1964

1964

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 31, 1964</u>			
Thursday Jan. 30 2:30 P.M. Cocktails	OPENING OF SUMMER DRESS COLLECTION Preview for press and resident buyers, by invitation. Beginning Monday, Feb. 3 through Feb. 13, daily except Friday at 10:30. Thereafter, Monday through Wednesday at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 30 3:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION By invitation. Continuous daily showings beginning Tuesday, February 4. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Jan. 30	SHOWING: JUNIOR AND PETITE COLLECTION Spring-Summer junior collection; also premiere showing, designed by Jerry Johnson of petite fashions. Contact: BR. 9-3112.	NOEL JUNIORS, INC.	1400 BROADWAY SHOWROOM - 31ST FLOOR
Friday Jan. 31 11:30 A.M.	PREVIEW OF SUMMER DRESS COLLECTION Thereafter showings Feb. 4, 11, 12 at 11:30 A.M. By reservation. Publicity: Betty Yarmon, 165 East 66th St., TR. 9-7112.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Jan. 31 2:00 P.M.	PREVIEW OF SUMMER COLLECTION By appointment. Continuous thereafter. Publ.: Betty Yarmon, TR. 9-7112.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Just Released	COMPLETE COLLECTION: SPRING '65 TREND COLORS Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE

WEEK BEGINNING MONDAY, FEBRUARY 3, 1964

Monday Feb. 3 10:30 A.M.; 11:00 A.M.	OPENING: SUMMER COLLECTIONS Showings--Leonard Arkin Feb. 3 and 10 at 10:30; Andrew Arkin Feb. 3 and 10 at 11:00. Publicity: Judy Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 3 11:00 A.M.- 2:00 P.M. Luncheon	PREVIEW: NAT'L NOTION AND NOVELTY SHOW "The Gallery of New Notions"--complete display of Spring products. Also, fashion show of original apparel designs, created by students; and coiffures illustrating the use of hair ornaments. For the press, by invitation. Trade: Feb. 3-7 at N.Y. Trade Show Bldg., 8th Ave. & 35th St. Contact: Edward S. Levy, PE. 6-8820.	NAT'L NOTION ASSOCIATION	HOTEL NEW YORKER MAIN BALLROOM
Monday Feb. 3 1:00 P.M.	PREVIEW: SUMMER MISSES DRESSES By appointment. Continuous thereafter. Publ.: Betty Yarmon, TR. 9-7112.	STEPHAN LTD.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

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Monday Feb. 3 3:30 P.M.	PRESS PREVIEW: SUMMER COLLECTION Designed by Frank Adams.	JUNIOR ACCENT, INC. Continuous thereafter.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR Contact: LO. 4-1434.
Monday Feb. 3 5:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR JAPANESE DELEGATION The Japan Silk Assoc., and the Officers of International Silk Assoc. (U.S.A.) will honor the Japanese Delegation at a cocktail reception, in connection with Macy's Silk Fabric Exhibition, Feb. 2 to Feb. 12. By in- vitation. Contact: Grace Beller, MU. 3-7976.	THE JAPAN SILK ASSOC.; INT'L SILK ASSOC.(U.S.A.)	MANGER VANDERBILT PARK AVE. SUITE
Beginning Monday Feb. 3- Feb. 20	CALIFORNIA SUMMER COLLECTIONS Summer collection of afternoon, country club dresses and costumes. Contact: Dick Steiner, MA. 7-5461(L.A.); also premiere showing of Maison Fuller after-five fashions. Contact: Myrna Rea, MA. 7-5461(L.A.); after Feb. 3rd, CI. 7-2200(N.Y.).	WAYNE FULLER, INC.; MAISON FULLER	HOTEL GOTHAM

READY-TO-WEAR TIME TABLE, WEEK OF FEB. 3

"O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY

<u>MONDAY, FEB. 3</u>	<u>TUESDAY, FEB. 4</u>	<u>WEDNESDAY, FEB. 5</u>	<u>THURSDAY, FEB. 6</u>
10:30 David Crystal- dresses Leonard Arkin(O)	David Crystal- dresses David Goodstein(O)	David Crystal- dresses	David Crystal- dresses David Goodstein Edward Abbott(P) Modern Couture(P)
11:00 Andrew Arkin(O)	Andrea A; Mlle.Arlette(O) Majestic(O)	Heiser(P)	Arkay Junior(O) *Wragge (First show, Feb.7)
11:30	Arthur Jablow(O)	Arthur Jablow	Arthur Jablow
12:00		Paul Blumenstein(O)	
1:00 Stephan Ltd.(O)	Jr.Sophisticates(O) Mr. Mort (O)	Jr.Sophisticates	*Mademoiselle Ricci (Opening Fri.,Feb.7)
1:15		Oleg Cassini Young America(O)	Oleg Cassini Young America
1:30	Lee Claire(P)		
2:30	Jamison(O) Maurice Rentner(O) Young Elegante by Larry Aldrich(O)	Jamison Maurice Rentner Young Elegante by Larry Aldrich	Jamison
3:00	Arthur Cole(O) Anne Fogarty(O)		Margot(O)
3:30 Junior Accent(O)			
4:00	McMullen(P)		Korrigan-Paris Avagolf of Milan(P)

CONTINUOUS SHOWINGS - These collections have opened

ALBERTO KNITS, INC.; . . Imported knits; also Albert Alfus fashions in leather.
ALBERT ALFUS 1407 Broadway, 12th Floor, OX. 5-1840.

BARBERINI LTD. Summer suit collection.
230 West 38th Street, 9th Floor, PE. 6-2291.

CABANA Beachwear, sportswear, dresses by Pembroke Squires.
1410 Broadway, 17th Floor, WI. 7-0326.

ANN CAMPION, INC.. . . . Gardening and leisure fashions for Spring-Summer.
15 East 53rd Street, 6th Floor, HA. 1-0120.

DAVID CRYSTAL, INC. . . Summer suit collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

FONTANA OF ROME. Spring-Summer ready-to-wear collection.
Hotel Plaza, Suite 336, PL. 3-7244.

GAY GIBSON, INC. Summer collection.
1407 Broadway, 39th Floor, LO. 5-4212.

HAYETTE. Summer junior collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

HAYMAKER Summer sportswear collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

IZOD IFFY. Summer coat collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

SEYMOUR JACOBSON, INC. . Summer wardrobe collection.
530 Seventh Avenue, 8th Floor, CH. 4-3488.

KIMBERLY KNITWEAR, INC.. Spring-Summer knitwear collection.
1410 Broadway, 10th Floor, LO. 4-1080.

LOOMTOGS, INC. & Summer collection by Leo Narducci; Arnold Palmer golf clothes.
SPORTS EDITIONS 1410 Broadway, 15th Floor, LW. 4-2770.

GINO PAOLI "Milan"--couture knitwear fashions.
1407 Broadway, 37th Floor, BR. 9-0925.

SAMUEL ROBERT, INC.. . . Leather collection; also fabric and leather combinations.
1407 Broadway, 27th Floor, LA. 4-4562.

Beginning	OPENING: SUMMER	CAMEO EVENING FASHIONS	530 SEVENTH AVENUE
Monday	COLLECTION	FIVE-THIRTY P.M.	SHOWROOM - 3RD FLOOR
Feb. 3	Continuous daily showings of cocktail and evening fashions, designed by George Nardiello. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		

Beginning	OPENING: SUMMER	PARNES FEINSTEIN, INC.	530 SEVENTH AVENUE
Monday	COLLECTION		SHOWROOM - 10TH FLOOR
Feb. 3	Informal daily showings of daytime to evening fashions, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 3	OPENING OF SUMMER COLLECTION Continuous showings of boutique separates, imported knits, and casual suits, designed by Dorothy Arden. Contact: LW. 4-0220.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 3	IMPORTED SUMMER FASHIONS Polly Peck Summer dresses from London; Consentino Sportswear from Capri; Valditevere Sportswear from Florence; also Ann Noerdlinger designs for Spring and Summer from New York. Contact: PL. 3-4464 or PL. 3-3500.	POLLY PECK; CONSENTINO; VALDITEVERE	VIRGINIA KREMENTZ 42 W. 58TH ST., RM. 203
Beginning Monday Feb. 3	OPENING: SUMMER COLLECTION Continuous daily showings of complete Summer collection, designed by Alan Donath. Publicity: Florence Judson, BR. 9-0965.	P F SOPHISTICATES	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Feb. 3	OPENING OF SUMMER COLLECTION Daily informal showings, by appointment. Publ.: Jean Luban, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Beginning Monday Feb. 3	OPENING OF SUMMER COLLECTION Continuous showings of Wilroy's complete Summer collection, designed by Bea Grossman. Contact: LA. 4-6516.	WILROY, INC.	1400 BROADWAY SHOWROOM - 9TH FLOOR
Beginning Monday Feb. 3	OPENING: SUMMER COLLECTION Informal showings of capsule collection. By appointment. Contact: CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 3	OPENING OF SUMMER COLLECTION Continuous daily showings of Alfred Werber's junior and tall dresses, specifically designed as smart "office-to-date" transitionals. Contact: Elaine Hyman, LA. 4-0648.	ALFRED WERBER, INC. (ST. LOUIS, MO.)	1400 BROADWAY SHOWROOM - 9TH FLOOR
Monday Feb. 3	SHOWING: SUMMER SPORTSWEAR FASHIONS Continuous daily showings of Summer sportswear and separates. Contact: Mrs. Claire de Kupsa or Roberta Berk, BR. 9-1972.	WHITE STAG MFG. CO.	1407 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Monday Feb. 3	OPENING OF SUMMER COLLECTION Continuous showings of Summer collection, designed by Nan Herzlinger. Contact: OX. 5-1735.	NAN HERZLINGER	242 WEST 38TH STREET SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 3	OPENING: SUMMER COLLECTION Continuous daily showings of shirts, skirts, go-to-togethers, sportswear and sports dresses. Publicity: Mary Lee Thune, CO. 5-2975.	LADY MANHATTAN	1407 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Feb. 3	OPENING: SUMMER COLLECTION Informal daily showings of Mr. Gee's Summer collection of sportswear, playclothes and dresses, designed by Ruthanne Tuttle. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR

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Beginning Monday Feb. 3- Feb. 21	OPENING: SPRING-SUMMER COLLECTION Phelps' Spring-Summer separates, dresses, coats, and accessories. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon, MU. 5-7674.	PHELPS (SKYLAND, N.C.)	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH STREET
Tuesday Feb. 4 10:30 A.M.	OPENING: SUMMER COLLECTION Showings, Feb. 4, 6, 12 at 10:30. By reservation. Contact: Carolyn Carpenter, LA. 4-2577.	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 4 11:00 A.M.	OPENING: SUMMER COLLECTION Color-coordinated separates, designed by Jeanne Essig. By invitation. Continuous daily thereafter. Contact: Edna Thompson, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Feb. 4 11:00 A.M.	OPENING OF SUMMER COLLECTIONS Showings Feb. 4 and 11 at 11:00. Contact: Bert Rothfeld, WI. 7-5324.	ANDREA A; MADEMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 4 11:30 A.M.	OPENING: SUMMER COTTON FASHIONS Arthur Jablow's cotton collection for Summer, designed by David Kidd. Showings Feb. 4, 5, 6, 11, 12, 13 at 11:30. By appointment. Contact: Virginia Yost, LA. 4-3404.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 4 1:00 P.M.	OPENING OF SUMMER COLLECTION Mr. Mort's Summer dresses, designed by Stanley Herman. Also, Feb. 11 at 1:00 P.M. By invitation. Contact: Jean Urban, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 4 1:00 P.M.	OPENING: SUMMER COLLECTION Summer collection designed by Anne Klein. Showings, Feb. 4, 5, 10, 11, 12, 13, 17, 18, 19, 20. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 4 1:30 P.M.	PREVIEW OF SUMMER COLLECTION Preview of late day and formal fashions. By invitation. Thereafter, Feb. 11, 13, 18 at 1:30. By reservation. Contact: Al Davis or Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Feb. 4 2:30 P.M.	SHOWING OF SUMMER COLLECTION Summer fashions, designed by Bill Blass. Showings Feb. 4, 5, 11, 13, 18, 25 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 4 2:30 P.M.	OPENING: SUMMER COLLECTION Designed by Peggy Thayer. Thereafter Tues., Wed., Thurs., through Feb. 20 at 2:30. By reservation. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 4 3:00 P.M.	OPENING: SUMMER COLLECTION Summer collection, designed by Ole Borden for Arthur Cole. Also showing Feb. 11 at 3:00. By reservation. Contact: John Brunelle, OX. 5-4760.	ARTHUR COLE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

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Tuesday Feb. 4 3:00 P.M.	OPENING: SUMMER SPORTSWEAR FASHIONS By invitation. Contact: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Feb. 4 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview of Summer dresses and coordinates. By invitation. Thereafter continuous daily at showroom. Contact: OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday Feb. 4	OPENING: SUMMER DRESS COLLECTION Summer junior dresses and sportswear at informal showings. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 4	SHOWING: SUMMER KNITWEAR COLLECTION Daily informal showings. Publicity: Judy Farr, WI. 7-5324.	ARKIN KNITS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday Feb. 4	OPENING OF SUMMER COLLECTION Informal daily showings of dresses, sportswear, and separates, designed by Castillo for Zacari. Contact: Joy O'Doherty, PE. 6-3650.	CASTILLO FOR ZACARI, LTD.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday Feb. 5 10:00 A.M. Coffee	CHILDREN'S FASHIONS BY BILL BLASS Preview of children's fashions, designed by Bill Blass. By invitation. (For Release, Fri., Feb. 7.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	7TH FLOOR
Wednesday Feb. 5 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Collection of Summer dresses and playclothes, designed by Silvano of Roma. By invitation. Continuous thereafter. Contact: LO. 3-1534.	HEISER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 5 12:00 Noon	OPENING OF SUMMER COLLECTION Paul Blumenstein's Summer collection Feb. 5 and 12 at 12:00 Noon. By reservation. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday Feb. 5 12:15 P.M.	PREVIEW: FALL COLORS AND FABRICS Wyner will present their new collection of colors and fabrics for Fall 1964. By invitation. Contact: Frances Duehren, CH. 4-4100.	I.A. WYNER	112 WEST 34TH STREET ROOM 1905
Wednesday Feb. 5 1:15 P.M.	OPENING OF SUMMER COLLECTION Also Feb. 6 and 11 at 1:15. By appointment. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI YOUNG AMERICA, INC.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Wednesday Feb. 5	OPENING: SUMMER JUNIOR COLLECTION Informal daily showings of Mam'selle's Summer junior fashions, designed by Betty Carol. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Wednesday Feb. 5	SHOWING: SPRING- SUMMER COLLECTION Continuous daily showings of Summer custom-size petites. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 6; Feb. 7 9:00 A.M.; 12:00 Noon	FASHIONS IN ZEFKROME AT BREAKFAST & LUNCHEON Dow Chemical will preview a special collection of Fall idea fashions in Zefkrome double knits, sweater yarns, woven and stretch fabrics, <u>Feb. 6</u> and 7 at 9:00 (breakfast); 12:00 Noon (luncheon). For apparel manufac- turers and designers. By invitation. Contact: Laurel Rollins, PL. 7-8300.	DOW CHEMICAL COMPANY	350 FIFTH AVENUE ROOM - 801
Thursday Feb. 6 9:30 A.M. Coffee	PRESS PREVIEW: MODEL ROOMS Preview for the press of new model rooms for young homemakers. By invita- tion. (<u>For Release, Mon., Feb. 10.</u>) Publicity: Lorraine Talent, OR.9-7800.	B. ALTMAN & CO.	7TH FLOOR
Thursday Feb. 6 9:30 A.M. Coffee	PRESS PREVIEW: INT'L SPRING SHOE FASHIONS Ohrbach's will preview their international Spring shoes to the press. By invitation. (<u>For Release, Fri., Feb. 7.</u>) Publicity: Mary Ann Crenshaw, OK. 5-4000, Ext. 279. (<u>Note Change of Date.</u>)	OHRBACH'S	3RD FLOOR SHOE SALON
Thursday Feb. 6 10:30 A.M.	PRESS PREVIEW: SUMMER COLLECTION By invitation. Also, Feb. 12, 13, 19 at 10:30 A.M. By appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Feb. 6 10:30 A.M.	PREVIEW OF SUMMER COLLECTION Helena Barbieri's collection of Summer cocktail and evening fashions. By invitation; also Feb. 11 and 13 at 9:30 A.M. By appointment. Continuous thereafter. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 6 11:00 A.M.	OPENING: SUMMER JUNIOR COLLECTION Showings Feb. 6 and 11 at 11:00 A.M. Contact: LO. 5-2626.	ARKAY JUNIOR	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 6 3:00 P.M.	OPENING: SUMMER MISSES COLLECTION Showings Feb. 6 and 11 at 3:00 P.M. Contact: LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 6 4:00 P.M. Cocktails	PREVIEW: FALL AND WINTER KNITWEAR Knit ensembles and dresses in silk and wool for Fall and Winter; also men's knitwear. By invitation. Publ.: Ruth Hammer, EL. 5-7872.	KORRIGAN-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
Feb. 7	ALTMAN'S RELEASE DATE--Bill Blass fashions. (Preview, Feb. 5--See Pg.6)		
Friday Feb. 7 10:00 A.M.	PREVIEW: FALL-WINTER BOOT COLLECTION Golo will preview their Fall and Winter boot collection for 1964-1965. By invitation. Thereafter continuous at showroom. Contact: Arthur Samuels, Jr., BR. 9-5800.	GOLO FOOTWEAR CORP. (350 FIFTH AVENUE)	EMPIRE STATE CLUB 350 5TH AVE.(21ST FL.)
Friday Feb. 7 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Press preview, by invitation. Thereafter Feb. 11, 12, 17 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	500 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

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Friday Feb. 7 1:00 P.M.	OPENING: SUMMER COLLECTION Mademoiselle Ricci's Summer collection, designed in Paris. (<u>Note Change of Date and Time.</u>) Also Feb. 12 at 10:30. By invitation. Contact: Marta Schreiber, OX. 5-4760.	MADEMOISELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday Feb. 7 7:30 P.M. Dinner	FASHION SHOW AT DINNER Showing of Sam Friedlander fashions, designed by Bob Bugnand, sponsored by Eastern Airlines. Gloves--Kislav. Shoes--Fiorentina. Gifts and perfume.(Show at 8:45 followed by dancing.) Press by invitation. Public by reservation: \$6.50; contact: Mr. Matt, EL. 5-3000, Ext. 318. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA PEACOCK ALLEY
Feb. 10	ALTMAN'S RELEASE DATE--New model rooms. (Preview, Feb. 6--See Pg. 7)		
Monday Feb. 10 10:30 A.M.	PRESS PREVIEW: SUMMER COLLECTION Preview of Jerry Silverman's Summer collection, designed by Shannon Rodgers. Thereafter, daily by appointment. Contact: Jean Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 10 1:15 P.M.	OPENING: SUMMER DRESS COLLECTION Sylvia Kaplan's Summer dresses and ensembles. By invitation. Thereafter Feb. 17 and 19 at 1:15. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Feb. 10 2:15 P.M.	OPENING OF SUMMER COLLECTION Paul Parnes' Summer collection, designed by Karen Stark and Fernando Bosc, at 2:15 Feb. 10, 12, 17. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 10 2:30 P.M.	OPENING: SUMMER DRESS COLLECTION Summer collection, designed by Philippe Tournaye for Rembrandt, Feb. 10, 13, 18 at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 10 3:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER DRESSES By invitation. Trade showings Feb. 11 and 12 at 3:00 P.M. By reservation. Contact: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Feb. 10 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTIONS Summer collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By invitation. Also showing Feb. 12 at 4:00. By appointment. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Feb. 10 5:30 P.M. Cocktails	SUMMER '64 FASHION SHOW Presentation of "The Art of Fashion, Summer '64"--featuring fashions in Du Pont fibers from better dress and suit collections. <u>Show promptly at 6:00.</u> For press and retail trade only. By invitation. Press contact: Blanche Gaillard, 971-4309. Trade contact: Lee Crabb, 971-4207.	DU PONT COMPANY TEXTILE FIBERS	N.Y. HILTON HOTEL TRIANON ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 10	OPENING OF SUMMER COLLECTION Informal showings of Vera Maxwell's Summer collection. By appointment. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday Feb. 10	OPENING: CALIFORNIA SUMMER FASHIONS Bud Kilpatrick will present his Summer fashions beginning Feb. 3 through Feb. 15. By appointment. Contact: Eph Feinberg, PL. 9-3000.	BUD KILPATRICK (2139 STONER AVE., L.A.)	HOTEL PLAZA
Tuesday Feb. 11 8:45 A.M. Breakfast	PREVIEW: ITALIAN BOUTIQUE FASHIONS Preview of Italian boutique fashions for Fall-Winter 1964-65, designed by Chiara Ghigi. Show at 9:15 promptly. By invitation. Thereafter continuous daily showings. Contact: Ruth Weber, CH. 4-0556.	VIA VENETO, 7 (DIV. OF GINO PAOLI)	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Feb. 11 10:00 A.M.	OPENING OF SUMMER COLLECTION Showings Feb. 11, 12, 13, 18, 20 at 10:00 A.M. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 11 10:30 A.M.	OPENING OF SUMMER COLLECTION Daily showings at 10:30, except Mondays. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Feb. 11 10:30 A.M.	SHOWING OF SUMMER COLLECTION Showings Feb. 11, 13, 17, 19, 21 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 11 12:00 Noon	OPENING OF SUMMER COLLECTION Showings Feb. 11, 12, 13, 17, 19, 20 at 12:00 Noon. By appointment. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 11 12:00 Noon	OPENING: SUMMER COLLECTION Showing of misses sizes, designed by Don Breitinger. Showing at 12:00 Noon Feb. 13 and 19. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 11 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 1:00 P.M., Feb. 11, 12, 18, 19, 25. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Feb. 11 1:00 P.M.	OPENING OF SUMMER COLLECTION Also, Feb. 12, 13, 14, 17, 18, 19, 20, 25, 26. By reservation. Contact: Lynne Lyons Blum, PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 11 2:00 P.M.	OPENING: SUMMER MISSES COLLECTION Showings at 2:00 P.M., Feb. 11, 12, 13, 17. Contact: LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11 2:30 P.M.	OPENING: SUMMER COLLECTION Anthony Blotta's Summer collection. For press and buyers, by invitation. Continuous thereafter, by appointment. Contact: Dorothy Herme, PE.6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 13, 18, 20, 26 at 2:30. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING: SUMMER COLLECTION Robert Sloan will present his Summer collection of sportswear, play-clothes, and dresses, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter. Publ.: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings of petite dresses, suits, and costumes, Feb. 11, 12, 18, 20 and 25 at 2:30. Contact: IA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing at 4:00, Feb. 11, 12, 18. By appointment. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Feb. 11	OPENING: SUMMER COLLECTION Cocktail dresses, long formals, and reception ensembles, designed by Donn Auten. Continuous showings. Contact: Blossom Furst, WI. 7-5370.	HARVEY FURST, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Feb. 11	OPENING OF SUMMER COLLECTION Daily informal showings, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Feb. 11	OPENING: SUMMER COLLECTION Continuous showings of daytime and late-day junior fashions, designed by Frances Prisco. Contact: LO. 4-9311.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Feb. 12	LINCOLN'S BIRTHDAY AND ASH WEDNESDAY (Beginning of Lent).		
Feb. 12	MACY'S RELEASE DATE--Children's Easter fashions. (No Press Show)		
Wednesday Feb. 12 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING SHOE FASHIONS Preview for the press of Gimbels' Spring shoe collection. By invitation. (For Release, Fri., Feb. 14.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Wednesday Feb. 12 12:00 Noon	OPENING: SUMMER COLLECTION Mollie Parnis' Summer collection, Feb. 12, 13, 18, 20 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 12 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Showings Feb. 12, 13, 17, 19 at 1:15 P.M. By appointment. Contact: Larry Farragut or Vivian Burnett, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 13	SLOANE'S RELEASE DATE--"Young Sloane Shop." (No Press Show)		
Thursday Feb. 13 11:30 A.M.	OPENING OF SUMMER COLLECTION Summer collection, designed by Dorothy Farbe. Showings Feb. 13, 17, 19 at 11:30 A.M. By reservation. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Feb. 13 12:00 Noon	OPENING OF SUMMER COLLECTION Also, Feb. 18, 19, 20 at 12:00 Noon. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Feb. 13 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING "The Urge to Merge"--Three Points of View. Speakers: Isadore Barmash-- "N.Y. Herald Tribune." H.W. Grathwohl, Vice President--Noxzema Chemical Co. Richard Salomon, President--Charles of The Ritz. Chmn.: Helen Van Slyke--House of Fragrance, and Elinor McVickar--"Harper's Bazaar." Prizes: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday Feb. 13 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 13, 14, 17, 18, 24 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday Feb. 13 2:30 P.M.	OPENING: SUMMER COLLECTION Showings promptly at 2:30 P.M., Feb. 13 and 19. By appointment only. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Feb. 13 4:00 P.M.	OPENING OF SUMMER COLLECTION Malcolm Starr will present the Frank Starr Originals Summer collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter Feb. 18 and 20, by appointment. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 13 5:00 P.M.	OPENING OF SUMMER COLLECTION Showings: Feb. 13 at 5:00; Feb. 14 at 2:30 (press); Feb. 18 at 10:30 and Feb. 19 at 2:30. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Feb. 14	GIMBELS' RELEASE DATE--Spring shoe fashions. (Preview, Feb. 12--See Pg.10.)		
Beginning Friday Feb. 14	OPENING: SUMMER COLLECTION Daily informal showings of Claret Sportswear; Imports; and Casuals for Summer. Contact: Judith Shorten, LO. 3-6126.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Feb. 17 12:00 Noon	OPENING OF SUMMER COLLECTION Also Feb. 18, 19, 20, 24 at 12:00 Noon. By appointment. Contact: LW.4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Feb. 17 4:00 P.M.	OPENING: SUMMER BOUTIQUE COLLECTION Showings Feb. 17 and 20 at 4:00 P.M. (<u>Note Change of Date.</u>) By invitation. Contact: Eli Lehrman, LO. 4-0616.	SCAASI BOUTIQUE FOR MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

CALENDAR FOR 1965

JANUARY							FEBRUARY							MARCH							
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